

Station KTNV-TV LAS VEGAS, NV
Advertiser () .DEMO.SEN.CAM.COMM.
Product DEMO.SEN.CAM.COMM.
Estimate# 1771
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 42/45/1771
Flight Dates 09/14/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 55,750
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	09/18-09/21	1	1	1	\$750.00	
	2	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/14-09/14	1	1	1	\$750.00	
	3	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	09/22-09/22	1	1	1	\$750.00	
	5	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	09/15-09/22	1	2	2	\$1,700.00	
	6	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	09/15-09/22	1	2	2	\$1,500.00	
	7	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	09/16-09/16	1	1	1	\$450.00	
	8	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	09/23-09/23	1	1	1	\$750.00	
	9	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
	10	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	09/23-09/23	1	1	1	\$750.00	
	11	TU-F	9A-10A	MORNING BLEND<	:30	\$400.00	09/18-09/21	1	1	1	\$400.00	

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	12	TU-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	09/18-09/21	1	1	1	\$650.00	
	13	TU-F	2P-3P	GENRL HOSPITAL	:30	\$350.00	09/18-09/21	1	1	1	\$350.00	
	14	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	09/14-09/14	1	1	1	\$900.00	
	15	F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	09/14-09/14	1	1	1	\$1,000.00	
	16	F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	09/14-09/14	1	1	1	\$1,100.00	
	17	TU-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	09/18-09/21	2	1	2	\$1,700.00	
	18	TU-F	730P-8P	MILLIONAIRE	:30	\$850.00	09/18-09/21	2	1	2	\$1,700.00	
	19	M	10P-11P	CASTLE	:30	\$7,500.00	09/24-09/24	1	1	1	\$7,500.00	
	20	W	10P-11P	NASHVILLE	:30	\$4,500.00	09/19-09/19	1	1	1	\$4,500.00	
	21	TH	10P-11P	SCANDAL	:30	\$4,500.00	09/20-09/20	1	1	1	\$4,500.00	
	22	F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	09/14-09/14	1	1	1	\$1,500.00	
	23	TU-F	1135P-1205A	NITELINE	:30	\$750.00	09/18-09/21	1	1	1	\$750.00	
	24	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
	25	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/18-09/21	4	1	4	\$3,000.00	
	26	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
	27	M	9A-10A	MORNING BLEND<	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	

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	28	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	09/24-09/24	1	1	1	\$650.00	
	29	M	2P-3P	GENRL HOSPITAL	:30	\$350.00	09/24-09/24	1	1	1	\$350.00	
	30	TU-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	09/18-09/21	3	1	3	\$2,700.00	
	31	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	09/24-09/24	1	1	1	\$900.00	
	32	TU-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	09/18-09/21	2	1	2	\$2,000.00	
	33	M	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	34	TU-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	09/18-09/21	2	1	2	\$2,200.00	
	35	M	630P-7P	ACTION NWS@630<	:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
	36	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	09/24-09/24	1	1	1	\$850.00	
	37	M	730P-8P	MILLIONAIRE	:30	\$850.00	09/24-09/24	1	1	1	\$850.00	
	38	TU-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	09/18-09/21	1	1	1	\$1,500.00	
	39	M	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	09/24-09/24	1	1	1	\$1,500.00	

---REPORT TOTALS---

Report Totals: 50 / \$55,750.00

---SALES MONTHLY TOTALS---

Sep 12: 50 / \$55,750.00

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Sales Totals: 50 / \$55,750.00
Station Totals: 50 / \$55,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---											
Market Totals			\$278,750	KBLR	0%	KLAS	23%	KSNV	32%	KTNV	20%
				KVCW	1%	KVMY	3%	KVVU	21%	KTUD	0%

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE